MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections / Group)

13 MARCH 2018
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 4 Questions only.

3. Attempt **ALL** questions. The distribution of the marks for each question is given.

4. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a. Demonstrate how e-business can help companies reduce transaction costs. (6 marks)

b. Explain how **FIVE (5)** workplace monitoring tools can be used to ensure implementation of information ethics in an organisation. (10 marks)

c. Discuss **THREE (3)** ways an information infrastructure can be used to support continuous business operations. (9 marks)

(Total: 25 marks)

QUESTION 2

a. Explain the importance of domain name system (DNS) in accessing a website by providing **THREE (3)** examples. (9 marks)

b. Identify and discuss **TWO (2)** appropriate procurement procedures in supply chain management to assist McDonald to procure the right potatoes. (8 marks)

c. Describe the software development processes by using a Gantt chart. (8 marks)

(Total: 25 marks)

QUESTION 3

a. Achieving and maintaining a sustainable competitive advantage is the critical focus of all organizations. Michael Porter outlined the **THREE (3)** primary strategies organizations can use to achieve a sustainable competitive advantage. Describe each strategy, and identifying an organization that can utilize this strategy. (15 marks)

b. Explain how managerial support systems such as Decision Support System (DSS) differ from strategic support systems such as Executive Information System (EIS). (10 marks)

(Total: 25 marks)

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QUESTION 4

a. Explain with an example **FOUR (4)** primary traits of information to an organization. (12 marks)

b. The state youth league needs a database system to help track children that sign up to play football. For each team, there is a need to keep data on its coaches and children playing for it. Draw an **Entity Relationship Diagram (ERD)** using **Chen model** to include the following elements. Make sure that all the entities, attributes, keys (i.e. primary and foreign), relationships, connectivities and participations are included in your ERD.

Entities required: Team, Player, and Coach.

Attributes required:
Team: Team ID number, Team name, and Team colors.
Player: Player ID number, Player first name, Player last name, Player age, Player gender and Team ID number.
Coach: Coach ID number, Coach first name, Coach last name, Coach phone number, Coach join date and Team ID number.

Connectivities and participations are defined as follows:

- A Team may or may not have a Player.
- A Player must have a Team.
- A Team may have many Players.
- A Player has only one Team.
- A Team may or may not have a Coach.
- A Coach must have a Team.
- A Team may have many Coaches.
- A Coach has only one Team.

(13 marks)
(Total: 25 marks)

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